

Message Text

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46

ACTION EUR-12

INFO OCT-01 ISO-00 EB-07 /020 W
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P R 071450Z AUG 75
FM AMEMBASSY STOCKHOLM
TO USDOC WASHDC PRIORITY
INFO SECSTATE WASHDC 5320
AMEMBASSY COPENHAGEN
AMEMBASSY HELSINKI
AMEMBASSY OSLO
AMCONSUL FRANKFURT

UNCLAS STOCKHOLM 3867

FOR BIC/OIM:TRAFTON/PETER

E.O. 11652: N/A

TAGS: BEXP, SW

SUBJECT: ELECTRONIC COMPONENTS SHOW PROCUREMENT STATUS

1. REF: USDOC 11227: STC PHONED DAILEY OF THOMAS & BETTS INTL. GMBH, GERMANY. DAILEY INTERESTED IN PARTICIPATION ON PRINCIPLE BUT DECLINED PARTICIPATION IN STC SHOW BECAUSE OF PRESENT COMPANY SITUATION DURING SETTING UP OF PLANT IN SWEDEN. STC THEN TALKED TO LARS LINDE, VP OF AGENT E. WESTERBERG AB, WHO DECLINED BECAUSE OF COST FACTOR. DAILEY'S DECISION DISAPPOINTING IN VIEW OF LINDE'S ENTHUSIASM REGARDING SUBJECT SHOW EXPRESSED TO STC STAFF ALREADY LAST APRIL.

2. REF. STOCKHOLM'S 3474: DIGITAL EQUIPMENT AB DECLINED PARTICIPATION DUE TO PRODUCTS NOT FITTING THEME AFTER CLOSER EXAMINATION OF SHOW. HOWEVER, OIM PLEASE NOTE, COMPANY SHOWED INTEREST IN PARTICIPATING IN STC APRIL FOOD PROCESSING AND PACKAGING SHOW.

3. REF: STOCKHOLM'S 3325 PARAGRAPH E: ELFA RADIO & TV AB DECLINED PARTICIPATION DUE TO LACK OF SUPPORT FORTH-COMING FROM U.S. PRINCIPALS.
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4. REF. STOCKHOLM'S 3325 PARAGRAPH D: PRESIDENT GUNNAR WAHLGREN OF FARAD ELECTRONICS DECLINED PARTICIPATION BECAUSE HIS ONE U.S. PRINCIPAL HAD NOT OFFERED ANY SUPPORT, AND ACCORDING TO WAHLGREN IS A SMALL AND QUOTE

INWARD-LOOKING UNQUOTE COMPANY.

5. REF. STOCKHOLM'S 3325 PARAGRAPH D: PRESIDENT ROBERT OLSSON OF R.E.O. OLSSON AB DECLINED PARTICIPATION. AS ADVISED TO OIM IN STOCKHOLM'S 3072 JUNE 26, OLSSON CONTACTED PRINCIPALS FOR SUPPORT. WHEN CONTACTED ON JULY 17 OLSSON REPORTED NOT HAVING RECEIVED REPLIES. ON AUGUST 4 HE STATED HAD RECEIVED RESPONSE BUT NO SUPPORT WITHCOMING.

6. REF. STOCKHOLM'S 3325, PARAGRAPH B: AS HALF-PREDICTED IN REFTTEL, PRESIDENT GUNNAR PETTERSSON OF ING. FIRMA GUNNAR PETTERSSON DECLINED PARTICIPATION FOR REASON NOT APPARENT FROM REFTTEL, NAMELY PETTERSSON HAS FEW U.S. COMPONENTS TO OFFER.

7. REF. USDOC 10864: INGVAR ULLEN OF PROCESS REGULATOR PROREG AB STILL UNAWARE OF POSSIBLE PARTICIPATION BY TAYLOR INSTRUMENTS, THEREFORE ASSUMES TAYLOR INC. AND TAYLOR (U.K.) HAVE DECIDED NEGATIVELY.

8. REF. USDOC 11636: PRESIDENT PER-OVE STOPP OF SAVEN AB RELUCTANTLY DECLINED PARTICIPATION DESPITE 3 PRINCIPALS' OFFER OF SUPPORT. SALESMAN HANDLING COMPONENT AGENCIES HAS JUST RESIGNED. NORMALLY STOPP OR VICE PRESIDENT BO JOHNSON COULD TAKE OVER, BUT BOTH PLAN BUSINESS TRIP TO ENGLAND DURING SHOW PERIOD. THESE UNFORTUNATE CIRCUMSTANCES VERY EXASPERATING TO STC AFTER OIM'S EXCELLENT EFFORT IN OBTAINING FEE-SHARING BY PRINCIPALS.

9. REF. STOCKHOLM'S 3325 PARAGRAPH E: SALES MANAGER OLOF NILSSON OF M. STENHARDT AB DECLINED PARTICIPATION.

10. REF. STOCKHOLM'S 3163: AKE HANSSON OF TECHNITRON CONFIRMS HE HAS NO INTENTION OF PARTICIPATING FOR NORTH ATLANTIC INDUSTRIES, AS PREDICTED IN REFTTEL.
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11. STC NOW COUNTS THE FOLLOWING FIVE AGENTS AS VERBALS:
A) BANTRONIC SVENSKA AB (RAYTHEON) B) BITA ELEKTRONIK AB
C) INTEL SWEDEN AB/NORDISK ELEKTRONIK AB D) J. LAGERCRANTZ
KB E) OKAB-ROEDERSTEIN AB. OF NINE VERBALS NOTED IN
STOCKHOLM'S 3711 OF JULY 30, AB WESTERBERG HAS DECLINED,
ALBATROS, BROMANCO AND ELEKTROFAX ARE BACKSLIDING.
BITA AND INTEL HAVE ABSENT DECISION-MAKERS.

12. STC STILL HAS FOLLOWING ADDITIONAL LEADS AS POSSIBILITIES
A) GOSTA BACKSTROM AB B) COMPAGNIE DEUTSCH (USDOC 10192,
MR. KIENER TO PHONE BACK STC SHORTLY. C) AB ELECKTROFLEX
D) AB BROMANCO E) ERNI TECHNICAL A/S (SALES MANAGER
ABSENT) F) INTL. G.E.C. AB.
HIRABAYASHI

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<< END OF DOCUMENT >>

Message Attributes

Automatic Decaptioning: X
Capture Date: 26 AUG 1999
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 07 AUG 1975
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1975STOCKH03867
Document Source: ADS
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: n/a
Film Number: D750273-0052
From: STOCKHOLM
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1975/newtext/t19750898/baaaadjp.tel
Line Count: 111
Locator: TEXT ON-LINE, TEXT ON MICROFILM
Office: ACTION EUR
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 3
Previous Channel Indicators:
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: n/a
Review Action: RELEASED, APPROVED
Review Authority: ellisoob
Review Comment: n/a
Review Content Flags:
Review Date: 19 DEC 2002
Review Event:
Review Exemptions: n/a
Review History: RELEASED <19 DEC 2002 by ReddocGW>; APPROVED <02 FEB 2004 by ellisoob>
Review Markings:

Margaret P. Grafeld
Declassified/Released
US Department of State
EO Systematic Review
06 JUL 2006

Review Media Identifier:
Review Referrals: n/a
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
Secure: OPEN
Status: NATIVE
Subject: n/a
TAGS: BEXP, SW
To: USDOC INFO STATE
COPENHAGEN
HELSINKI
OSLO
FRANKFURT
Type: TE

Markings: Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 06 JUL 2006